

WHAT IS CLAIMED:

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1. A method for identifying and categorizing customer goals for contacting a service center comprising:

receiving a customer request;

5 performing at least one of a verbal style analysis and a predicate analysis on the customer's request to identify one of a customer behavior and a goal for the customer; and

assigning the customer request to a service center associated with the identified one of customer behavior and customer goal.

2. The method according to claim 1, wherein said verbal style analysis comprises categorizing the customer behavior into one of a plurality of groups, and matching a result of the verbal style analysis to an appropriate model with the categorized group.

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3. The method according to claim 1, wherein said predicate analysis comprises calculating conditional probabilities that relate the customer request to customer goal categories;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value; and

mapping the customer request to a customer goal category related to the maximum conditional probability if the maximum conditional probability is equal to or greater than the minimal set value.

5 4. The method according to claim 1, wherein said predicate analysis comprises calculating conditional probabilities that relate the customer request to customer goal categories;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value;

asking a clarifying question if the maximum conditional probability is less than the maximum conditional probability; and

subsequently performing the predicate analysis on the customer's request based on the answer to the clarifying question.

5. The method according to claim 2, wherein said predicate analysis comprises calculating conditional probabilities that relate the customer request to customer goal categories;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value; and

mapping the customer request to a customer goal category related to the maximum conditional probability if the maximum conditional probability is equal to or greater than the minimal set value.

5 6. The method according to claim 5, wherein said predicate analysis comprises asking a clarifying question if the maximum conditional probability is less than the maximum conditional probability; and subsequently performing the predicate analysis on the customer's request based on the answer to the clarifying question.

7. A method for identifying and categorizing customer goals for contacting a service center, the method comprising:

receiving a customer request;

performing at least one of a verbal style analysis and a predicate analysis on the customer's request to identify a customer behavior and a goal for the customer;

categorizing the customer behavior into one of a plurality of behavioral groups;

matching a result of the verbal style analysis to an appropriate behavioral group model;

calculating conditional probabilities that relate the customer's request to respective customer goal categories;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value;

mapping the customer request to a customer goal category; and

assigning the customer request to a service center associated with a respective one of the behavioral group model and the mapped customer goal category.

8. The method according to claim 7, wherein if the conditional probability for the customer's goal is equal to or greater than a minimal set value, the customer's goal is mapped to a respective said goal category.

9. The method according to claim 7, wherein if the conditional probability for the customer's goal is equal to or greater than the minimum set value for goal categories related to more than one location, a clarifying question is asked to the customer.

10. The method according to claim 7, wherein if the conditional probability for the customer's goal is less than the minimum set value for the goal categories, a clarifying question is asked to the customer.

11. The method according to claim 7, wherein if a clarifying question is asked to said customer based on the customer's answer, a new predicate analysis is performed and new

conditional probabilities for the customer's goal are calculated by comparing the maximum conditional probability against the minimum confidence goal value.

12. The method according claim 7, the method further comprising:

5 expressing the received customer request through an interactive voice response system.

13. The method according claim 7, the method further comprising:

expressing the received customer request through a question typed on a computer via an Internet connection.

14. The method according claim 7, the method further comprising:

expressing the received customer request is through a question directly to a human operator via telephone.

15. The method according claim 7, wherein performing verbal style analysis includes analysis with respect to number of words used, types of words used, duration of comment, and method of contact.

20 16. The method according claim 7, wherein performing predicate analysis on the customer's request to identify a customer behavior for the customer is based upon key

words used by said customer, specific types of words said customer uses, and language components.

17. The method according claim 7, wherein categorizing the customer behavior into one of a plurality of groups includes at least one of said groups comprising similar behaviors and at least one of said groups comprising different behaviors between said plurality of groups.

18. The method according claim 7, the wherein calculating conditional probabilities that relate the customer request to customer goal categories comprises a score that indicates how well said customer goal is matched to said respective goal category.

19. A method for identifying and categorizing customer goals for contacting a service center, the method comprising:

receiving a customer request;

performing at least one of a verbal style analysis and a predicate analysis on the customer's request to identify one of a customer behavior and a goal for the customer;

said performing verbal style analysis includes analysis with respect to number of words used, types of words used, duration of comment, and method of contact; and

said performing predicate analysis on the customer's request to identify a customer behavior for the customer is based upon key words used by the customer, specific types of words the customer uses, and language components; categorizing the customer behavior into one of a plurality of behavioral groups;

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said categorizing the customer behavior into one of a plurality of groups includes at least one of said groups comprising similar behaviors and at least one of said groups comprising different behaviors between said plurality of groups; matching a result of the verbal style analysis to an appropriate behavioral group model;

calculating conditional probabilities that relate the customer's request to respective customer goal categories;

wherein said conditional probability is a score that indicates how well said customer goal is matched to respective said goal category;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value;

mapping the customer request to a customer goal category;

wherein if the conditional probability for the customer's goal is equal to or greater than a minimal set value, the customer's goal is mapped to a respective said goal category;

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wherein if the conditional probability for the customer's goal is equal to or greater than the minimum set value for goal categories related to more than one location, a clarifying question is asked to the customer;

wherein if the conditional probability for the customer's goal is less than the minimum set value for the goal categories, a clarifying question is asked to the customer;

wherein if a clarifying question is asked to the customer based on the customer's answer, a new predicate analysis is performed and new conditional probabilities for the customer's goal are calculated by comparing the maximum conditional probability against the minimum confidence goal value; and assigning the customer request to a service center associated with the mapped customer goal category.

20. The method according claim 19, wherein the received customer request is expressed through an interactive voice response system.

21. The method according claim 19, wherein the received customer request is expressed through a question typed on a computer via an Internet connection.

22. The method according claim 19, wherein the received customer request is expressed through a question directly to a human operator via telephone.

23. A method for identifying and categorizing customer goals for contacting a service center comprising:

receiving a customer request;

performing at least one of a verbal style analysis and a predicate analysis on the customer's request to identify one of a customer behavior and a goal for the customer;

categorizing the customer behavior into one of a plurality of groups; and

matching a result of the verbal style analysis to an appropriate model with the categorized group;

calculating conditional probabilities that relate the customer request to customer goal categories;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value;

wherein if the conditional probability for the customer's goal is equal to or greater than a minimal set value, the customer's goal is mapped to a respective said goal category;

wherein if the conditional probability for the customer's goal is equal to or greater than the minimum set value for goal categories related to more than one location, a clarifying question is asked to the customer;

wherein if the conditional probability for the customer's goal is less than the minimum set value for the goal categories, a clarifying question is asked to the customer; and

assigning the customer request to a service center associated with the identified one of customer behavior and customer goal.

24. A computer program for identifying and categorizing customer goals for contacting a service center stored on a computer readable medium, comprising:

receiving a customer request;

performing at least one of a verbal style analysis and a predicate analysis on the customer's request to identify one of a customer behavior and a goal for the customer;

categorizing the customer behavior into one of a plurality of groups; and

matching a result of the verbal style analysis to an appropriate model with the categorized group;

calculating conditional probabilities that relate the customer request to customer goal categories;

comparing a maximum conditional probability obtained from the calculated conditional probabilities with a minimal set value;

wherein if the conditional probability for the customer's goal is equal to or greater than a minimal set value, the customer's goal is mapped to a respective said goal category;

wherein if the conditional probability for the customer's goal is equal to or greater than the minimum set value for goal categories related to more than one location, a clarifying question is asked to the customer;

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wherein if the conditional probability for the customer's goal is less than the minimum set value for the goal categories, a clarifying question is asked to the customer; and

assigning the customer request to a service center associated with the identified one of customer behavior and customer goal.

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